



LESSON 8

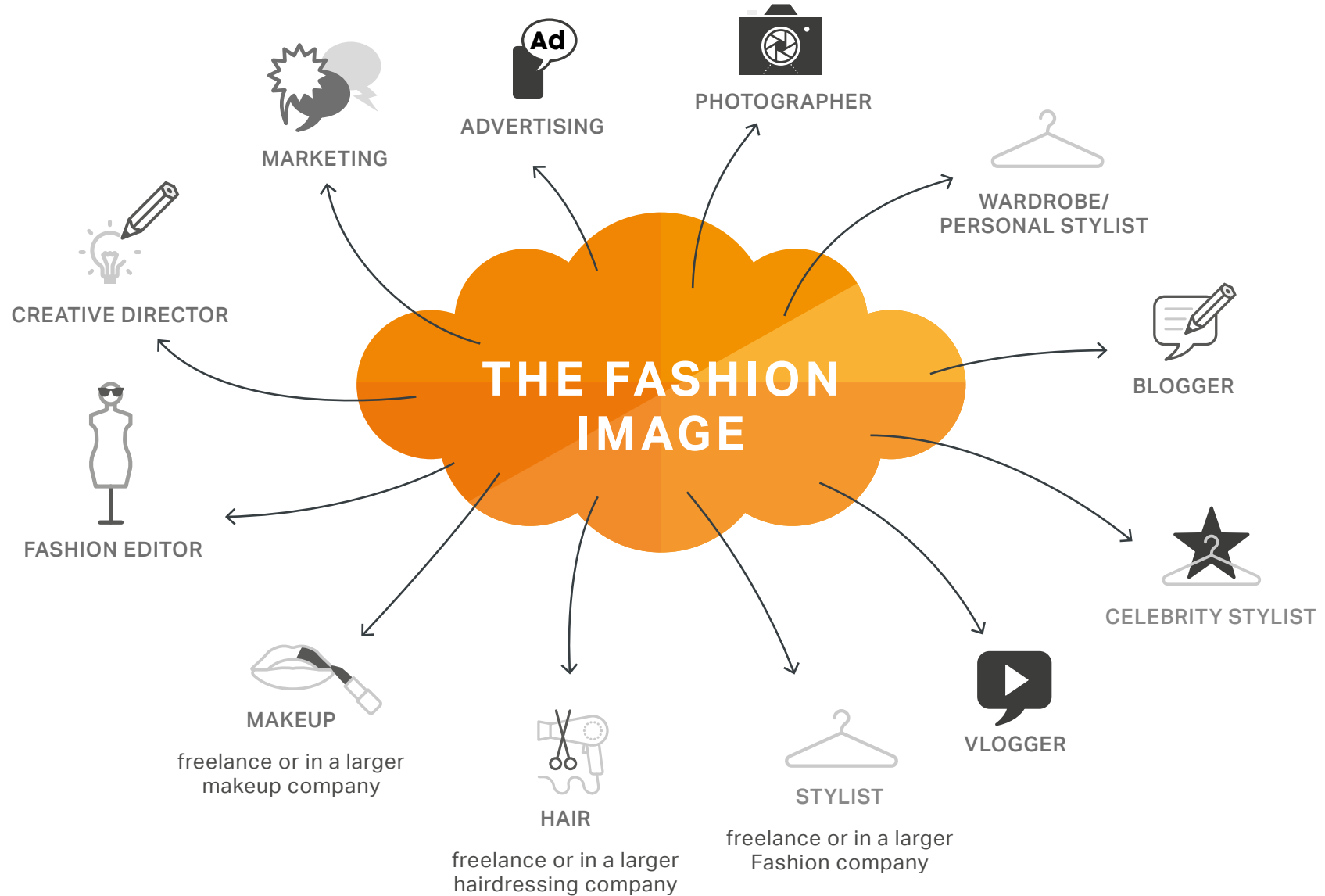
THE FASHION IMAGE

In this lesson you will:

- ◆ learn what's involved in a fashion shoot
- ◆ conduct a mini fashion shoot



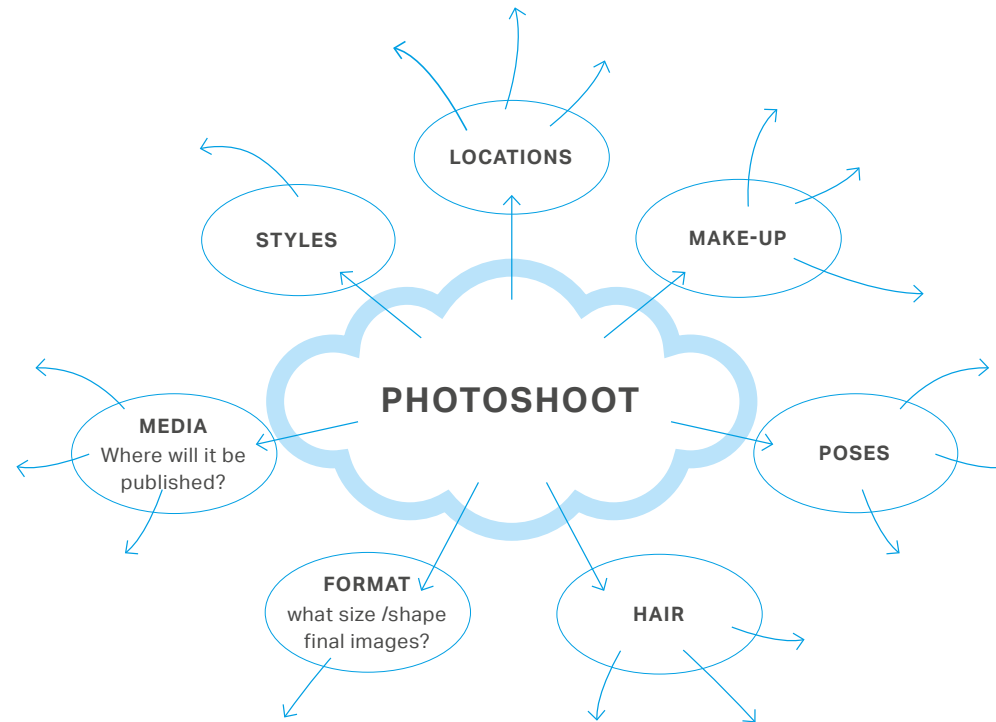
CAREERS
THE FASHION IMAGE IN THE REAL WORLD



DISCOVER: PREPARING FOR A PHOTOSHOOT (compulsory)
ACTIVITY 8A

Photoshoot mind map

Brainstorm ideas for your shoot here:



DISCOVER: PLANNING FOR DIFFERENT MEDIA CHANNELS (compulsory)
ACTIVITY 8B

Consider the size and shape the final image will need to be – different platforms require different shaped images.

You should consider where your customer is most likely to see your images. Think about how you can crop a picture or take different versions.

Discuss and record the information in your shoot plans from your photoshoot mind-map (p3).

Choose three places where your images will be published and decide what shape and size your image should be:



1.

2.

2.



EXPLORE: FIELD TRIP TO FASHION MUSEUM LONDON ACTIVITY 8C



IMAGE, DRAWING OR DESCRIPTION	NOTES	INSPIRATIONS FOR YOUR PHOTOSHOOT
<p>Pick three outfits or images that interest you. Make notes, take pictures, and make drawings here.</p>	<p>The pose of model or mannequins; hair; make up; garment combinations; locations if appropriate; accessories such as hats or handbags</p>	<p>Write down how this research has provided more inspiration for your photoshoot</p>

Outfit 1



EXPLORE: FIELD TRIP TO FASHION MUSEUM LONDON
ACTIVITY 8C continued



IMAGE, DRAWING OR DESCRIPTION	NOTES	INSPIRATIONS FOR YOUR PHOTOSHOOT
<p>Pick three outfits or images that interest you. Make notes, take pictures, and make drawings here.</p>	<p>The pose of model or mannequins; hair; make up; garment combinations; locations if appropriate; accessories such as hats or handbags</p>	<p>Write down how this research has provided more inspiration for your photoshoot</p>

Outfit 2



EXPLORE: FIELD TRIP TO FASHION MUSEUM LONDON
ACTIVITY 8C continued



IMAGE, DRAWING OR DESCRIPTION	NOTES	INSPIRATIONS FOR YOUR PHOTOSHOOT
<p>Pick three outfits or images that interest you. Make notes, take pictures, and make drawings here.</p>	<p>The pose of model or mannequins; hair; make up; garment combinations; locations if appropriate; accessories such as hats or handbags</p>	<p>Write down how this research has provided more inspiration for your photoshoot</p>

Outfit 3



CONNECT: THE PHOTOSHOOT ACTIVITY 8D

Now its time to style and carry out your shoot following your plan created in activity 8A, B and C.

If you have been working in groups, note down who has which role below:

♦ stylist

♦ photographer

♦ photographers assistant

♦ model/s

♦ brand manager or creative director.

If you are working individually you will need to pair up to undertake the shoot.

Once you have your images you can create your own front page or magazine layout.

The templates can be printed on acetate and placed over your images to create a magazine cover.

You can then photograph the template with your image and add it to your blog or workbook.

Digital alternative

You can also try one of these online apps to make a magazine cover:

<https://play.google.com/store/search?q=magazine%20cover%20maker&c=apps>

<https://www.canva.com/templates/magazine-covers/fashion/?page=3>

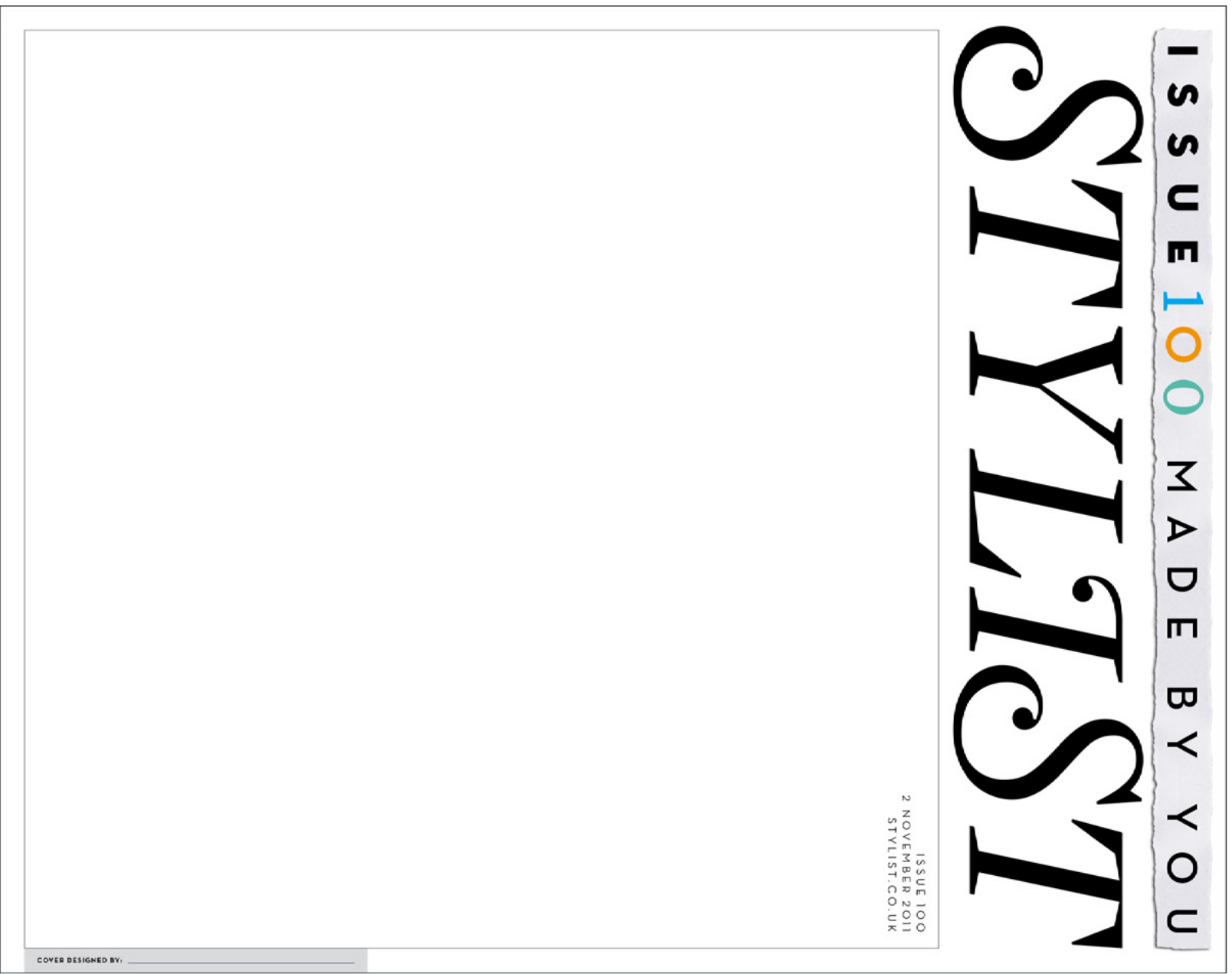


Template 1



CONNECT: THE PHOTOSHOOT
ACTIVITY 8D continued

Template 2



CONNECT: 2D SELF PORTRAIT / i-D COVER (optional)
ACTIVITY 8E**1. Collage Magazine Cover**

Using the photographs from the styling session, create a magazine cover image using mixed media and collage. It will create a cover that reflects your own brand personality or style.

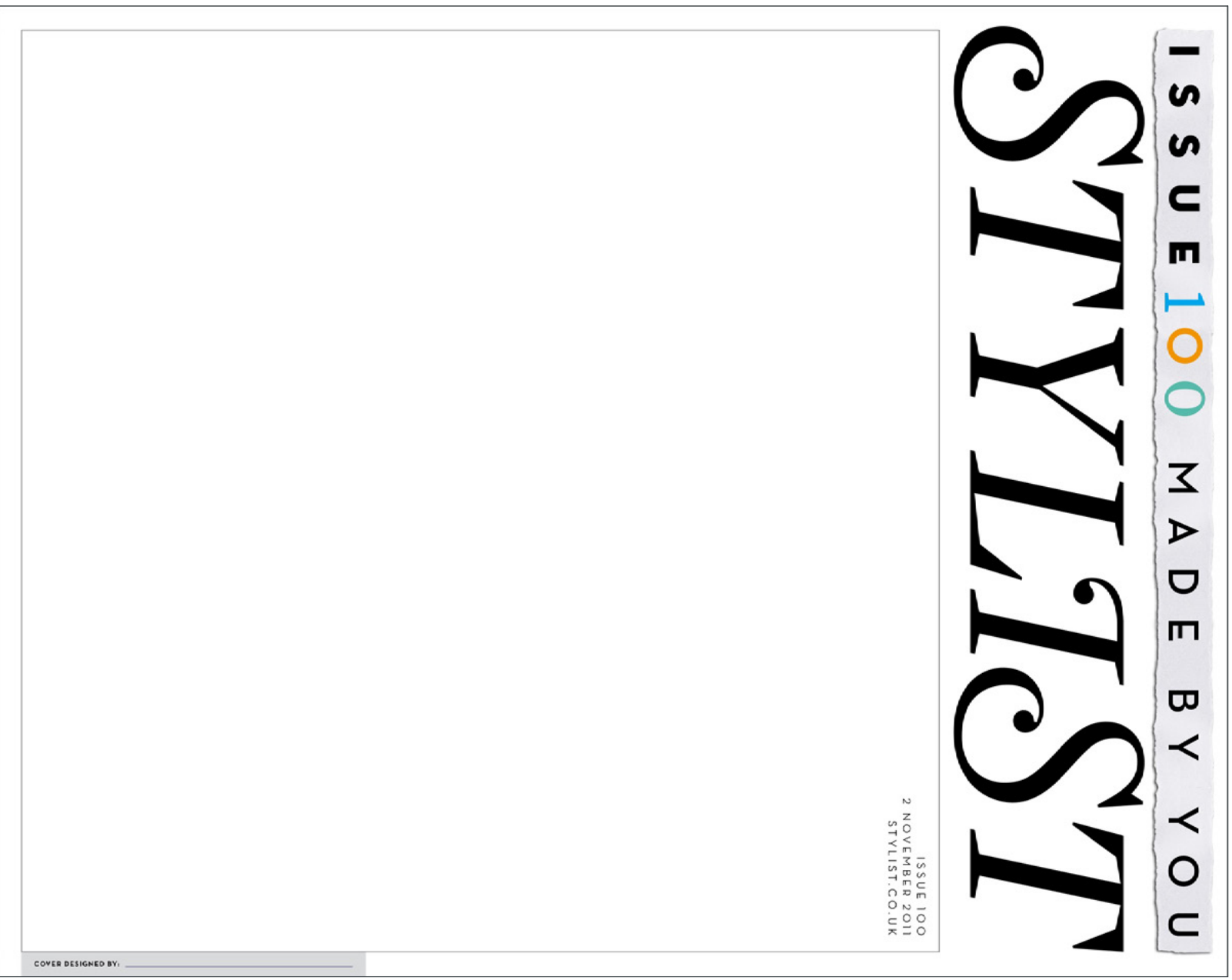


i-D

CONNECT: SELF PORTRAIT / i-D COVER (optional)
ACTIVITY 8E

2. Illustration

Illustrate your looks to give an idea of your brand concept and consumer.





CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 8F

Following the field trip, you can present, discuss and evaluate your learning from the field trip activities.

Present/ discuss your chosen images and discuss:

why you chose the final image:

how the museum visit helped you develop ideas and your planning story

how the final image relates to your brand.

Findings could be incorporated into your final presentation (see Final Presentation brief page 14).

If you are using a blog you could create a QR code.

You could photograph and document all developmental work.

CONNECT: THE FINAL PRESENTATION ACTIVITY 8G

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to master.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

OPTION 1

At the end of lesson 8:

Show your group journey so far and indicate what you have learnt.

present:

your styled images

visuals; the front cover

the images taken in the street/
local area

Compare your images. Explain how the images relate to the concept of the brand (identified in lesson 3 and the customer (identified in lesson 2):

choose your preferred image that best represents their brand and explain why:



CONNECT: PERFORMING AND EVALUATING ACTIVITY 8H

The discussion questions opposite could be considered whilst you watch each group presenting. Discussions could be as a whole class or small group discussion. Each group's answers could be verbal or written on the board, flip chart or in their workbooks.



If you WATCHED the presentation:

Did you enjoy the presentation?

What did you like most about the presentation?

Would you buy clothes from a brand now you've seen the photoshoot?

What skills do you think are needed to style a photoshoot?

If you GAVE the presentation go to next page

CONNECT: PERFORMING AND EVALUATING
ACTIVITY 8H continued

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.



If you GAVE the presentation:

How did you feel the presentation went?

What went well when presenting?

What could have been improved on when presenting (consider: speed of delivery, images used, content)?



CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 8i

Reflecting on the branding activities will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you find out about styling and phtotshoots?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



focus on the activities?

discuss brands and what they mean to you?

come up with ideas?

link ideas together?

work cooperatively with others?
